



FINDING ANSWERS
FOR HUNGER
AND POVERTY

World Hunger Year, Inc.
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May 20, 2008

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Established 1975

Mark Chernoff
WFAN VP Programming and Operations Manager
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Dear Mark,

As a not-for-profit trying to survive in the craziness of this economy, the one thing that we are always careful to do is to stay close to our friends.

Since fully embracing its role as one of WHY's partners in the fight against hunger and poverty, WFAN alone has been responsible for raising more than \$1,039,195.82 for us during our annual Hungerthon radio broadcasts. But the financial information only tells part of the multifaceted story of WFAN's involvement.

WFAN takes on the role of organizing all of the CBS Radio group participation on the web and encouraging everyone who can, to help WHY during the month of November. This includes everything from hosting banners that link to our donation page, to running public service announcements teasing Hungerthon, to hosting images of items that will be auctioned on WFAN during the broadcast, to helping plug ancillary Hungerthon-events including concerts.

Hungerthon takes place over a few days during Thanksgiving week. Richard Neer's Saturday show (6am-10am) begins Hungerthon each year. As you know, his commitment to WHY, like yours, stems from his days at WNEW (when WNEW was the sole Hungerthon station). WFAN spearheads our Hungerthon public service show Trimulcasts on Sunday - allowing WHY to invite many of our partner community-based organizations to have a voice on WFAN, WNEW (now Fresh 102.7), and K-Rock. Those two dedicated hours of programming that air on three NYC radio stations on Sunday morning during Hungerthon make a tremendous difference in raising awareness about grassroots efforts helping those who live in poverty and go hungry in the New York tri-state area. Then there is the 'main day' on Tuesday of Thanksgiving week. WFAN's commitment begins with Boomer Esiason and Craig Carton at 6am and ends about a half-hour into Steve Somer's show around 7pm.

And when performing artists including Bruce Springsteen, Michael McDonald, Jackson Browne and more, are generous enough to provide WHY with concert tickets to "sell" in exchange for donations to WHY, WFAN *always* lends a hand to help us get the word out to your listeners.



Mark Chernoff
WFAN
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In addition to you Mark, WFAN team members individually are also so very supportive of our work. Mike Francesa joined our advisory board. Mike and Chris Russo offered to play golf with our donors to help us raise funds, and they've also hosted an evening at the Hard Rock Café for us. And Chris has attended many of our Bruce Springsteen-related events, helping us to meet donors.

All of us at WHY consider the partnerships that we have with CBS Radio Group's tri-state stations to be among our most valuable assets. Each of the CBS Radio Group stations plays an integral role in the marketing and financial success of Hungerthon. In addition to the marketing and promotion they do in the month of November as the lead-in to Hungerthon WCBS Newsradio 880 offers WHY an opportunity year-round to feature our work – housing interviews with our recommended community-based organizations on their website, direct link to WHY's web donation page, and houses images of items auctioned on 880 during Hungerthon. During November, 1010 WINS hosts images of items being auctioned on their station, and also offers donors opportunities to spend a day with broadcaster John Montone, and an opportunity to create an 'audition' reading at the station among the items offered. 101.1 WCBS-FM personalities Bob Shannon and Pat St. John participate in one of Hungerthon's ancillary events – Music Trivia Night – this year scheduled for Friday, November 14th. In November, WHY staffers are guests on Dialog 101 with Al Meredith. Additionally, 101.1's home page features a Hungerthon banner that directly links to our donation page. Clickable banners also appear on both 92.3FM K-ROCK and 102.7 Fresh FM's home pages. WHY is fortunate to have such a strong base for Hungerthon and for our work year-round.

WHY looks forward to continuing our partnership with WFAN and to our joint effort to fight hunger and poverty.

Best regards,

A handwritten signature in black ink that reads 'William Ayres'.

Bill Ayres